

# ideas

Digital  
Dreams

**Nautica**

A Nautical Fantasy  
Sailing Your Way

Spring 2016

Cruise the fashion  
scene in style



#ideaspret

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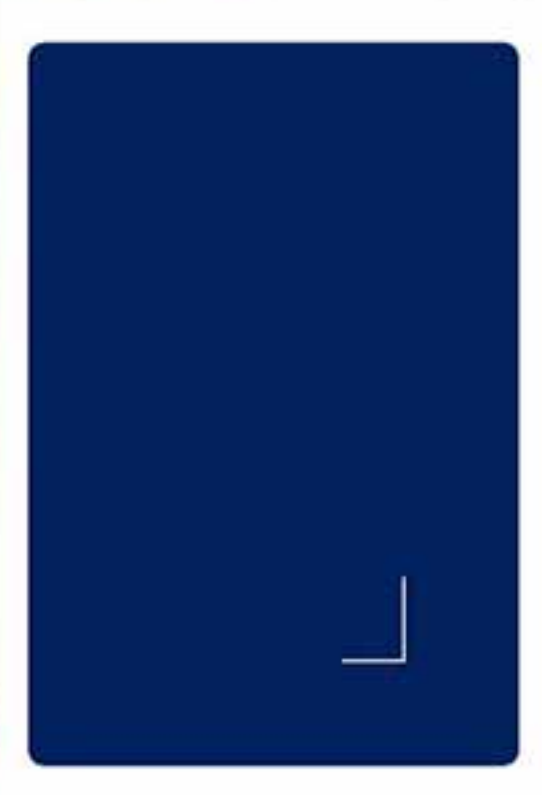
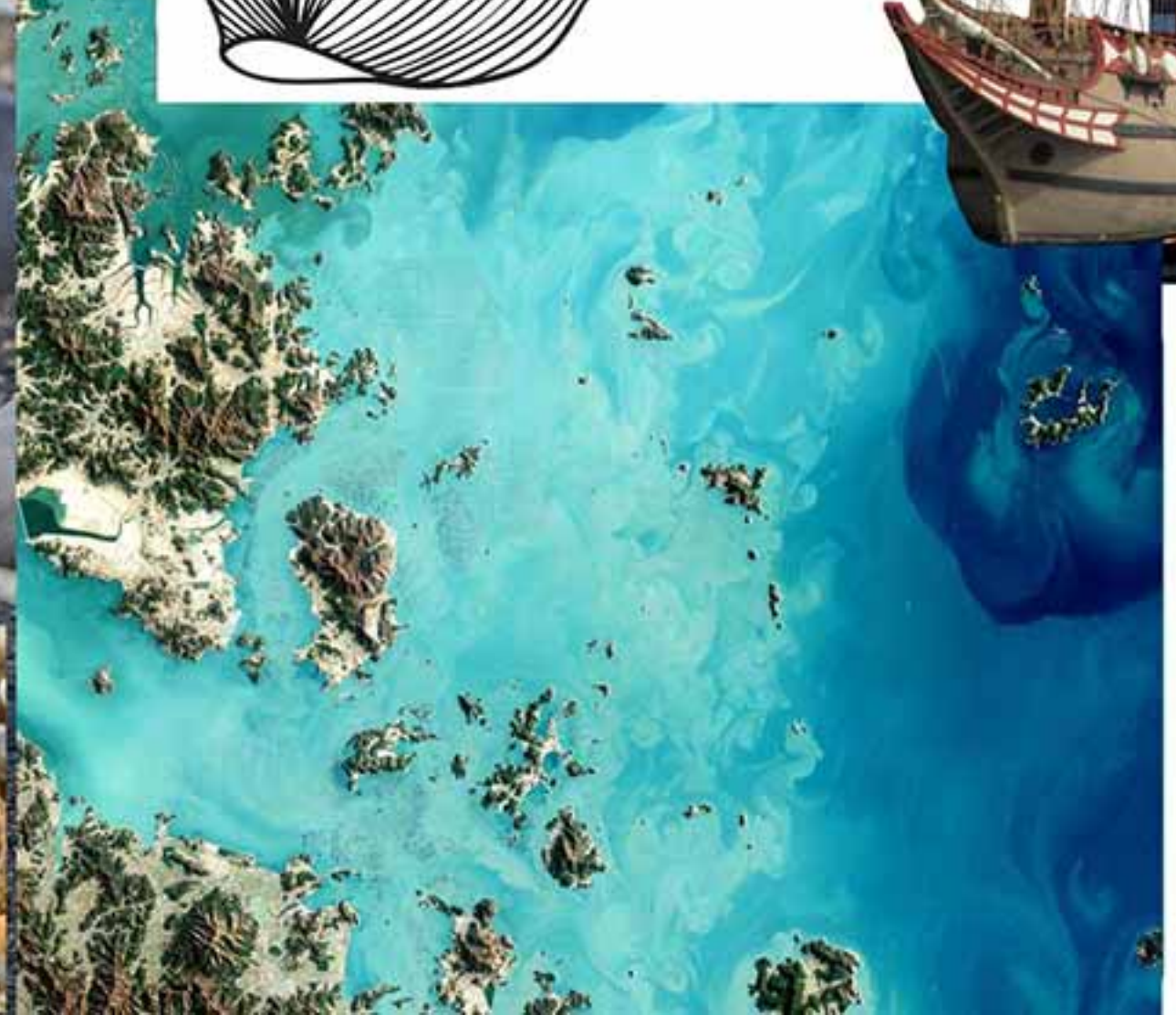
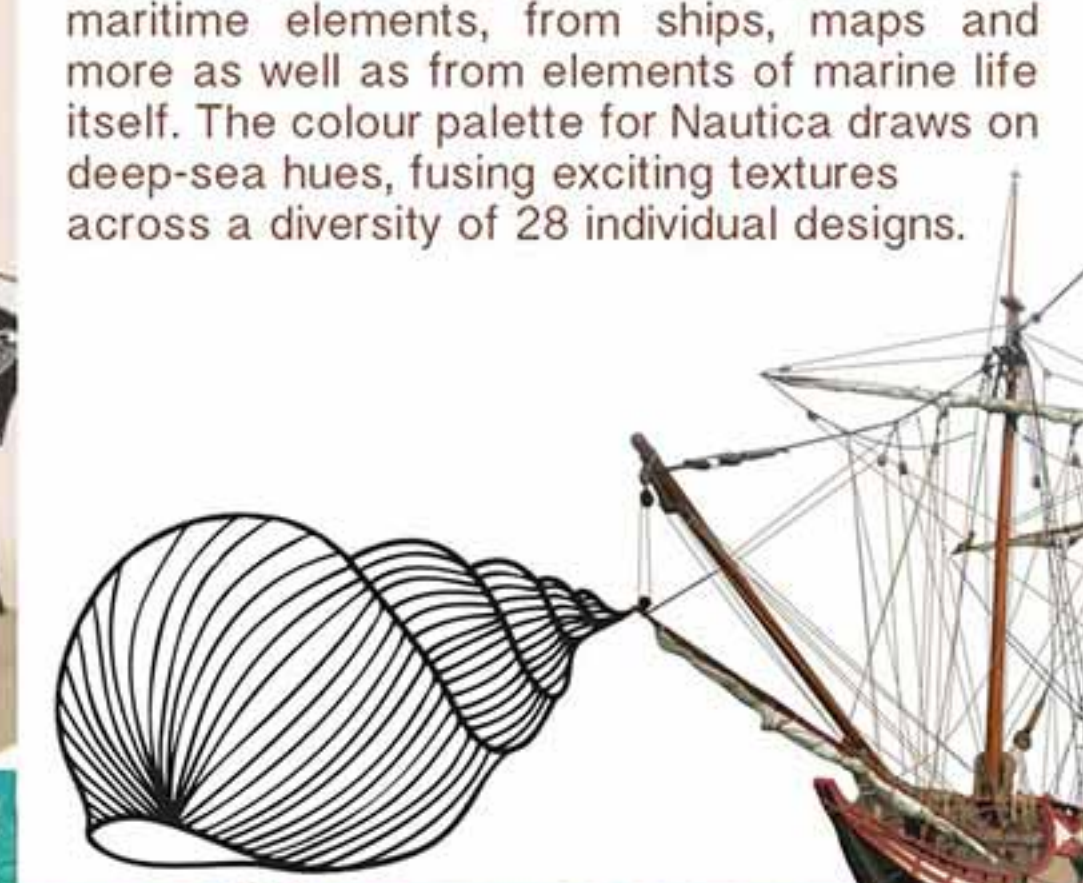
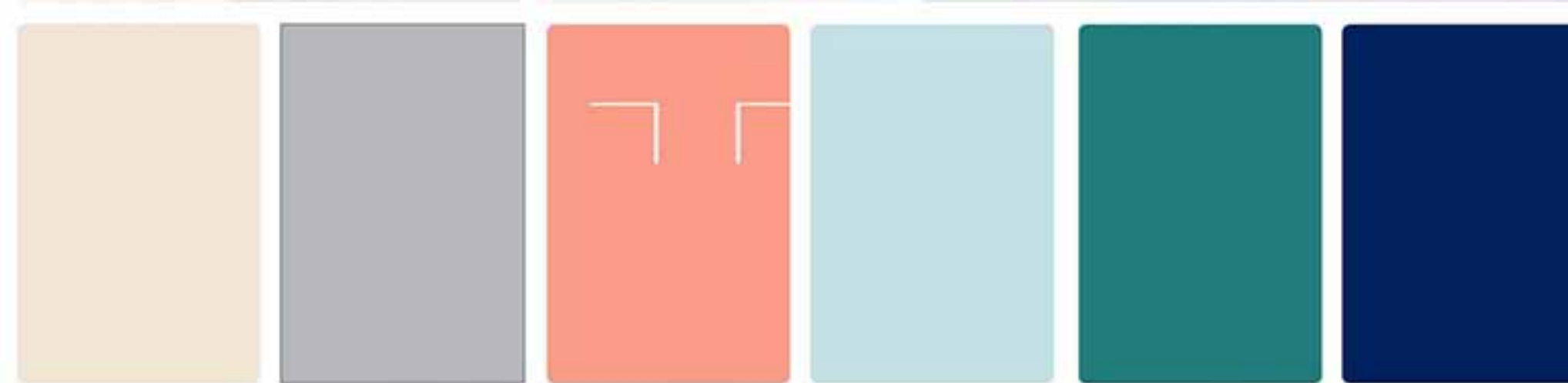


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A Woman  
must know  
**STYLE**  
as a *Sailor*  
knows the  
*Open Sea.*



ideasPRET



Synonymous with its name, the new collection takes inspiration from the more nautical and maritime elements, from ships, maps and more as well as from elements of marine life itself. The colour palette for Nautica draws on deep-sea hues, fusing exciting textures across a diversity of 28 individual designs.











Be the  
*Captain*  
of your own  
*Fashion*  
*Cruise*











# Digital Dreams Nautica



**Maliha Rehman**  
Fashion Critic

Fashion-savvy ready-to-wear, I feel, needs to stand out while simultaneously be wearable. It's a balancing act that Gul Ahmed's Nautica line-up manages well. Featuring tunics in cambric and silk, these are clothes that could easily be worn at work, at an evening soiree or dressed up for a night out. What stands out most is the rich color palette, interspersed with flora, fauna and architectural inspirations. The no-frills, smart silhouettes and the short hemlines are right on trend. The second contingent in Gul Ahmed's Digital Dreams line, this one has the makings of a bestseller!



**Anusha Bawany**  
Senior Editor, Sunday Times Magazine

I am absolutely loving the color palette of this latest Digital Dreams collection. Each piece stands out uniquely on its own, yet the entire series has a very aesthetically cohesive vibe. The rustic orange, and sea green kurtas, are my fav!



CRUISE THE  
FASHION  
SCENE  
IN *Style*



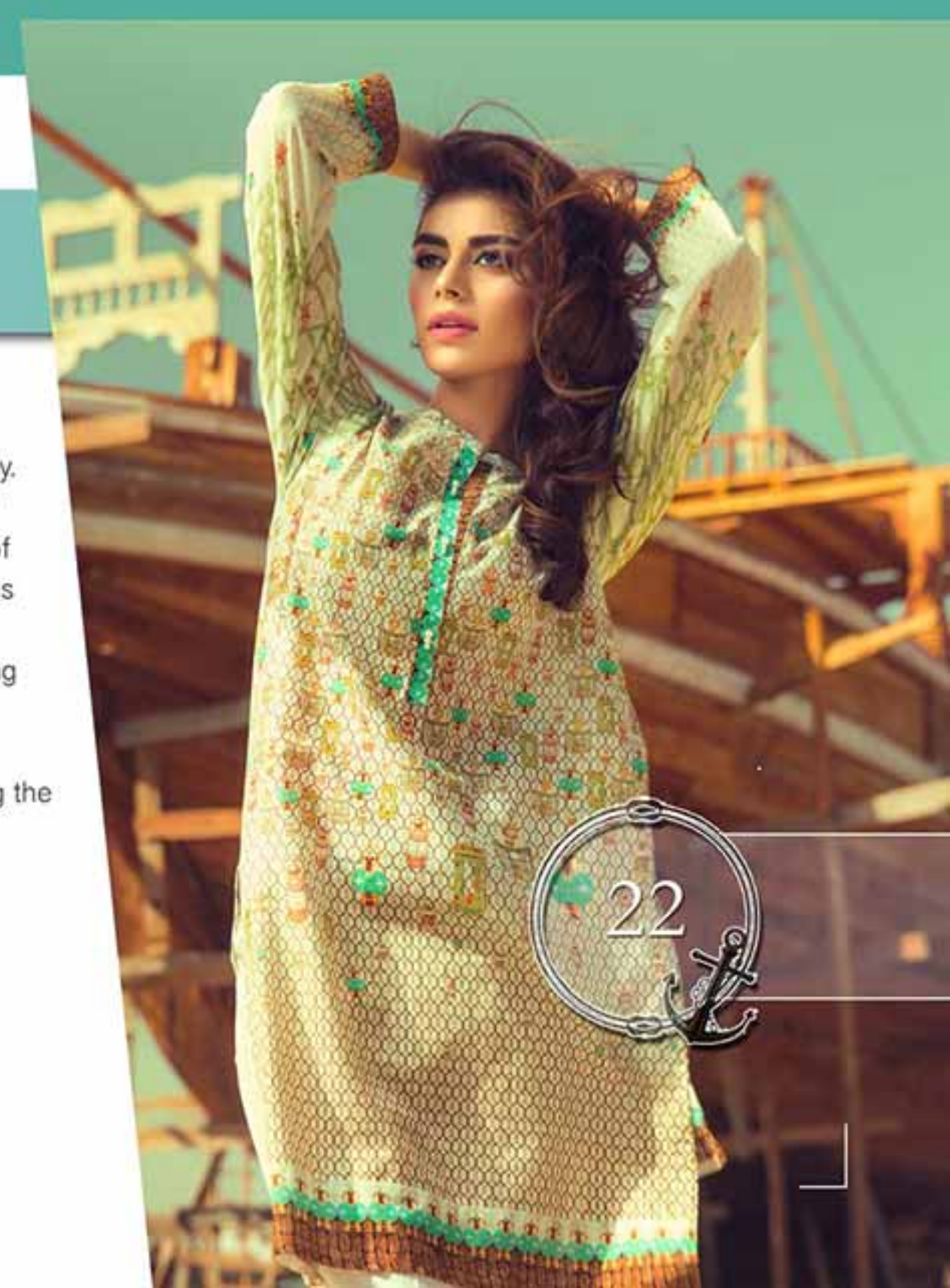
**Salima Feerasta**  
Fashion Blogger - Karachi

Ideas Pret's first Digital Dreams collection was a revelation - pretty, sophisticated designs at very affordable price points. The new collection looks fantastic - I love the nautical details in the prints and they're a welcome change from the overdose of chinoiserie from other brands.



**Amna Niazi**  
Fashion Blogger - Siddysays

One thing we personally love in any outfit is the play of colors. Whether it's shades of pastels, dark hues or a dash of vibrancy. The nautical collection in itself has a very strong inspiration and the interpretation of it is even stronger as the beauty of print is enhanced through the blend of colors. Digital dreams Nautica for us is a strong collection as it checks all the boxes. The quality, design, color palette and wearability in the collection is everything the modern woman wants and needs!

























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#### Karachi

##### Bahadurabad

Plot No. 16, Shops No. 5 & 6, Block-3 Central Commercial Area, Karachi Cooperative Housing Societies, Union Limited.  
Tel: 021-34858951-54

##### Clifton

Plot No. BC-13, Block-9, Ground Floor, Razi Tower, near Schon Circle.  
Tel: 021-35374131-5

##### Park Tower Shopping Mall

Shop No. GR-35, Clifton Quarters, Shahrah-e-Firdausi.  
Tel: 021-35837515-18

##### Dolmen City Mall

Plot No. HC-3, Block-4, Scheme-5, G-4, Ground Floor, Clifton.  
Tel: 021-35296106-10

##### The Ocean Mall

Plot No. G-3, Khayaban-e-Iqbal, Block-9, Clifton.  
Tel: 021-35140831-35

##### Dhoraji Colony

Shops No. 3 & 4, Plot No. 35-C/449, Blocks 7 & 8, C.P. & Berar Co-operative Housing Society.  
Tel: 021-34942441

##### Gulistan-e-Johar

Millennium Mall, Plot No. 118, F-1, Shop No. G1-17-19, Main Rashid Minhas Road  
Tel: 021-34603366 & 021-34680671

##### Gulshan-e-Iqbal

Shop No. 4, Plot No. C-19/1, Block-3, KDA Scheme No. 24, Gulshan-e-Iqbal.  
Tel: 021-34988285

##### Hyderi

Plot No. D-4, Block-H, Hyderi, North Nazimabad.  
Tel: 021-36724481-8

##### Lasbela

Shops No. G-3 & G-4, Bagh Sarah Apartment, Lawrence Road, Garden West.  
Tel: 021-32237341-2

##### Saddar - Atrium Mall

Atrium Mall, 249 Staff Lines, Shops No. 2-3, 24-25, Zaib-un-Nisa Street, Saddar.  
Tel: 021-35640994-6

Shop# FF-15-19, 33-37, 41-45, First floor, Atrium Mall.  
Tel: 021-35643166-9

##### Shahrah-e-Faisal

Metro Cash & Carry Store, Star Gate, Shahrah-e-Faisal.  
Tel: 021-34602257-59

##### Tariq Road

Plot No. 13, 3rd Floor, Dolmen Mall, Block-3, Tariq Road, P.E.C.H.S.  
Tel: 021-34321180-4

Shops No. 2 & 3, Ground Floor, Liberty Chowk, Tariq Road.  
Tel: 021-34389554-5

##### University Road

Shop No. 4, Ground Floor, Al-Khyber Market, adjacent to Samama Mall, University Road, near Safari Park.  
Tel: 021-34810980

##### Korangi

Plots No. 27 & 28, Korangi Industrial Area.  
Tel: 021-35144311-6

##### The Place, Karachi

214-A, Khayaban-e-Shaheen, Phase-VIII, DHA.  
Tel: 021-35249725-26, 021-35249733-37

#### Silver Trade Tower

Plot # B-46 & B-03, Works Co-op. Housing Society, Situated at Block 13-A, Gulshan-e-Iqbal.  
Tel : 021-34834681-5

#### Hyderabad

##### Chandni Bazaar

Shops No. 56 & 57, Cantonment Shopping Center, Salah-ud-Din Road.  
Tel: 022-2729972-3, 0346-2734515

##### Auto Bhan Road

Plot No. 7, B-15, Railway Employees Housing Society, Auto Bhan Road, Latifabad No. 3.  
Tel: 022-3820023-24, 022-3821321-22

##### Sukkur

Shop No. 260 C, Mission Road, Opp: Muhammad Bin Qasim Park.  
Tel: 071-5627850 & 071-5627854-57

#### Lahore

##### DHA

Building No. 1, Block-Z, Phase-III, Commercial Area, DHA, Lahore Cantt.  
Tel: 042-35692883-84

##### Gulberg

City Towers, Shop No. MF C2-A, Main Boulevard Road, Gulberg.  
Tel: 042-35788778, 042-35788791-2

##### Fortress Square Mall Branch

Gul Ahmed Unit # B & C, Fortress Square Shopping Mall, Fortress Stadium, Lahore Cant.  
Tel: 042-37341288-91, 042-37341295-96

##### Allama Iqbal Town

Plot No. 17, Pak Block, Allama Iqbal Town.  
Tel: 042-37800577

##### Mall Road

Shop No. S-19-59, Commercial Mall Road.  
Tel: 042-36309166-8

##### Ravi Road

Metro Cash & Carry Store Main Ravi Road.  
Tel: 042-37947261-3

##### Model Town

Plot No. 207 B/P-II, Model Town Link Road.  
Tel: 042-35201592-7

##### Metro Cash & Carry Store,

Link Road, Model Town.  
Tel: 042-35916953

##### Wapda Town

Plot No. 189-F, PIA Housing Society, Wapda Town.  
Tel: 042-35955403

##### EME, Lahore

Shop No. 4-10, Sraw Square, Near Muhafiz Town Phase-1, Canal West Bank Road.  
Tel: 042-35452973-79

##### Xinhua Mall, Lahore

24-B-II, Gulberg, Mahmood Ali Kasuri Road.  
Tel: 042-35779771-76

##### Bahria Town

Jasmine Mall, Sector-C, Talwar Chowk, Bahria Town.  
Tel: 042-37862763-37862863

##### M. M. Alam Road, Lahore

13-C-I, MM Alam Road, Gulberg III, Lahore  
Tel: 042-35757182-7

#### Islamabad

##### F-6 Markaz

Ground Floor, Shop # 4-7, Plot # 16-A Mount View Plaza.  
Tel: 051-2270416-21

#### F-7 Markaz

Plot 13-A, F-7 Markaz, Main Double Road.  
Tel: 051-2652491-96

#### F-10 Markaz

Building No. 7-G, Lords Plaza, F-10 Markaz.  
Tel: 051-2113614-19

#### F-11 Markaz

Shop No. 5, Plot No. 8, Time Square Plaza, F-11 Markaz.  
Tel: 051-2224231

#### Centaurus

Plot No. 1, Blue Area, F-8/G-8, Jinnah Avenue, Centaurus Mall.  
Tel: 051-2701240-5

#### Safa Gold Mall

Shops No. S-21 & S-28, Second Floor, Plot No. 5, F-7 Markaz.  
Tel: 051-2608531-32, 051-2608534-37

#### Rawalpindi

##### Saddar

Opposite Paradise Inn Hotel, Adamjee Road, Saddar.  
Tel: 051-5120792-6

##### Satellite Town

Building No. B-1, City Shopping Center, Commercial Market, Satellite Town.  
Tel: 051-4428819-21

##### PWD Society

Property No. 25, Block-D, Pak PWD Cooperative Housing Society Ltd.  
Tel: 051-5421261, 051-5421267, 051-5421275-6, 051-5421280

#### Bahria Town

Sikandar Arcade, near Clock Tower, Spring North, Bahria Town, Phase 7.  
Tel: 051-5412113-4

#### Faisalabad

Jaranwala Road Kohinoor City, Doburj Plaza, Jaranwala Road.  
Tel: 041-8535686-88

#### Sialkot

Sialkot Cantt. Eastern Portion Building, V-Mall, Sialkot Cantt.  
Tel: 052-4292070

#### Gujrat

Ground & First Floors, Abdullah Mall Gujrat, Main Court Road.  
Tel: 053-3606490, 053-3607945

#### Gujranwala

Ground & First Floors, Green Centre Main Market, Satellite Town.  
Tel: 055-3734006-7

#### Kings Mall Branch

Ground Floor, Shop# 10, Kings Mall Situated On Bypass, Opp: Wapda Town, Gujranwala.  
Tel: 0554-284131-6

#### Azad Kashmir

Mirpur (AJK) Plot 63-A, Muhammad Ismail Plaza.  
Tel: 05827-437353-5

#### Multan

Ismail Abdali Road 77, Abdali Tower, near Ramada Hotel, Abdali Road.  
Tel: 061-4574005-10

#### Pace N Pace

Shops No. 15-18 & 24-30, Ground Floor Hall, Bosan Road.  
Tel: 061-6224961-66

#### Peshawar

University Road, Ideas by Gul Ahmed Store.  
Tel: 091-5854154-5

#### Sargodha

Modern Shopping Mall, Main University Road.  
Tel: 048-3769070, 048-3769170

#### Bahawalpur

Near DC Office Chowk, Haqi Center.  
Tel: 062-2281224, 062-2281227, 062-2281229

#### Quetta

Shop No. 2, Millennium Mall, Adjacent to Police Lane, Shahrah-e-Gulistan, Quetta Cantt.  
Tel: 081-2830476-77

#### Sahiwal

Girls College Road, Near Bhandari Chowk.  
Tel: 040-4460222, 040-4460444

#### Rahim Yar Khan

Plot No. 28, Town Hall Road, opposite North Gate City Park, Model Town.  
Tel: 068-5879100-3

#### Mandi Bahauddin

Hakim Mall, Jail Road  
Tel: 0546-502491-96

#### Jhelum

Deen Plaza Civil Lines, Near Gumbad Wali Masjid.  
Tel: 0544-623094-96, 0544-277182-84

#### Abbottabad

Shop No. 902, Main Mansehra Road.  
Tel: 099-2341205-8

#### Burewala

Plot No. 3, Stadium Road, New Model Town, Near Dr. Yousaf Clinic, Burewala.  
Tel: 067-3351020

#### GT Road Mangora, Swat

M.S.K Trade Center, Rahim Abad GT Road, Mingora Swat.  
Tel: 0946-713266

#### OUR UPCOMING STORES

##### (Opening Soon)

#### Emporium Mall, Lahore

Shops # 27 & 29, Johar Town Lahore.

#### Karim Block, Lahore

Aqsa Mall, 4 Commercial (Zone), Allama Iqbal Town Lahore.

#### Sialkot

Mall of Sialkot

#### Islamabad

World Trade Centre

#### Lahore

Amana Mall, Link Road

#### Hyderabad

Boulevard Mall

#### GUL AHMED INTERNATIONAL

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